

Branding questionnaire



1 What 3 global brands can you name?



3 Do you ever prefer generic brands to name brands? Give an example.



2 What are 3 important aspects of a successful brand?



4 Are you loyal to any particular brands? Explain why?

5 If you were creating a brand for milk, which of the above would best suit your product? Why?



7 What target audience would you like to create a brand for now?



6 What kind of product would benefit from the branding above?

8 What style of logo do you like? Explain what it means to you.



9 Are popular celebrities good brand ambassadors? Why? Give an example of a successful one?